

May 3, 2006

Chief Marketing Officer Updates

- Marketing Contracts Informational and Q&A Session for Business Managers
- Submitting items for the weekly communication

Chief Marketing Officer Updates

Marketing Contracts Information and Q&A Session - May 16th

Audience: Business Managers

The state recently signed statewide contracts with three full service marketing firms to provide an array of marketing services to state government entities. In the session planned for Tuesday May 16th from 10:30 - 12:00 in the Pavilion 4th floor conference room, information and discussion will focus on the process behind using the contracts. We will also walk through the 'user guide' (using master marketing contracts v1.1.pdf), a new document created to aid in the understanding of what the contracts are and how to use them. This session will be focused on information needed by business managers, business office and contract administration staff. However others are welcome to join if space allows. If you would like to attend, send an e-mail to christine.werneke@state.vt.us and include your name and department. Feel free to include others from your business office in this invitation and your response. An agenda will be sent to you via e-mail prior to the meeting.



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REMINDER: Submitting items for the weekly communication

Audience: Marketing, Web/IT, Business Managers

The weekly marketing communication currently reaches marketing, IT/web, and business managers and business office staff working in state agencies, departments, divisions, programs, and other state entities. Anyone receiving this weekly communication may submit items to be shared with this statewide audience. Submitted items will be reviewed for applicability to the audience and for the required communication elements. Use the attached form (weeklycomm_submission.doc) to submit your communication items. The form includes the steps for submitting items. Questions: Christine Werneke at 828-2999 or Christine.werneke@state.vt.us.



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To be added to the distribution list for the weekly marketing communication, send an e-mail with your name and which agency or department you belong to christine.werneke@state.vt.us.

May 10, 2006

Educational & Collaborative Opportunities

- Vermont Life Day at the State House, May 16th, 2006!

Educational & Collaborative Opportunities

Vermont Life Day at the State House, May 16th

Audience: ALL

Join us on Tuesday, May 16th, 2006 for Vermont Life Day at the State House to celebrate Vermont Life magazine's 60th anniversary of publishing excellence! Beginning at 9 a.m., Vermont Life magazine will be welcoming guests to the Cedar Creek Room on the second floor of the State House in Montpelier. Enjoy a live broadcast of WDEV's Mark Johnson Show at the State House from 9 to 11 a.m.; see an exhibit of historic Vermont Life covers and memorabilia; get your picture taken on the cover of the magazine; meet Vermont Life editor Tom Slayton and the rest of the Vermont Life staff; enjoy a special reception at 1 p.m. featuring Governor Jim Douglas, Secretary of Commerce Kevin Dorn and Vermont Life editor Tom Slayton; participate in the USPS Official Vermont Life Stamp Cancellation; learn about the Vermont Life Passport to Fun and Adventure that gives readers of the summer issue more than \$500 worth of savings and a chance to win \$9,000 worth of prizes! The first 100 visitors will leave with a FREE Vermont Life passport! SEE YOU AT THE CELEBRATION!!! For information call (802) 828-3241 or go to www.VermontLife.com.



VLDAY 2006.pdf
(79 KB)

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May 17, 2006

Educational & Collaborative Opportunities

- Introducing *Vermont Technology News*, a new DII Newsletter

Educational & Collaborative Opportunities

Introducing *Vermont Technology News*, a new DII newsletter

Audience: Marketing, Web/IT

The Department for Information and Innovation will be issuing regular newsletters called "Vermont Technology News". The first issue is now available online at <http://dii.vermont.gov/newsletters>. The online newsletter is set up to allow for a readable print version for reading away from your computer. Please feel free to contribute story ideas for future issues. We are happy to help get the word out about technology successes and advances made throughout the state. To submit ideas send an e-mail to harry.bell@state.vt.us with "*newsletter*" in the subject line. For questions or comments contact Harry Bell at (802) 828-5338 or harry.bell@state.vt.us.

To be added to the distribution list for the weekly marketing communication, send an e-mail with your name and which agency or department you belong to christine.werneke@state.vt.us.

May 24, 2006

Chief Marketing Officer Updates

- Updated Version of *Guide to Using Marketing Services Master Contracts*

Chief Marketing Officer Updates

Updated version of *Guide to Using Marketing Services Master Contracts*

Audience: Marketing, Business Managers

The *Guide to Using Marketing Services Master Contracts* has been updated to correct errors and reflect feedback received during recent reviews and informational sessions held with business office and contract administration personnell. Changes worth noting inlcude corrections to the process for accessing the contracts; clarification and updated screen shots for the VISION instructious; and a change order form was added to the appendix. See the version tracking summary for details on changes made. The updated guide, the work request form, and SOW change order form are attached here. Copies of the contract signature pages are available from Christine Werneke. For questions regarding these contracts or the attached documents contact Christine Werneke at (802) 828-2999 or christine.werneke@state.vt.us.



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Work Request



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